

STORKS

INTERNATIONAL PRINT & TOOLKIT GUIDELINES

<u>DATE:</u>	<u>VER:</u>	<u>UPDATE:</u>
05 Feb	1	Overview of Campaign Art
01 Apr	2	Concessions Cup & Alphabet
03 Jun	3	Artwork, Hi Res Marketing Assets & Alpha Channel Animations
08 Jun	4	Addition of Main 1sht, Banner and Update on Timing

Title Treatment, Font & Billing Block (p. 4)**One Sheets (p. 5-8)**

• WW Tsr 1sht	Available on Adstream
• Intl Tsr Quad	Available on Adstream
• Intl Babies 1sht	Available on Adstream by Request
• Intl Babies Quad	Available on Adstream by Request
• Main 1sht	Available on Adstream by June 23
• Main Quad	Available on Adstream by June 23
• Flying 1sht	Availability TBD
• Flying Quad	Availability TBD

NOTE: Do not use name of The Baby from the film in any materials. Please only refer to her as “The Baby”

The Main 1sht featuring all of the cast is in finishing and will debut online June 17 (TBC).

You may use Babies or Flying as your Main 1sht.

Character Art (p. 10)

• Baby Character Art	Available on Adstream by Request
• Family Character Art	Available on Adstream by Request
• Hunter Character Art	Available on Adstream by Request
• Junior Character Art	Available on Adstream by Request
• Nate Character Art	Available on Adstream by Request
• Pigeon Toady Character Art	Available on Adstream by Request
• Tulip Character Art	Available on Adstream by Request
• Wolfpack Character Art	Available on Adstream by Request

Please place as many character as possible. If you are limited to fewer, please use Junior and Tulip.

The Character Art will be made public on Adstream following the debut online June 15 (TBC).

Bus Shelter (p. 10)

- Main Available on Adstream by July 29
- Babies Available on Adstream by July 29

Outdoor (p. 11)

- Intl Babies 30sht & 14x48 Available on Adstream by June 10 by Request
- Main 30sht & 14x48 Available on Adstream by July 29

Please use the outdoor that matches the Main look you've chosen for your campaign.

In Theater (p. 12-18)

- Babies Window Cling Available on Adstream by Request*
- Stork Baby Mobile Survey sent by UK Available on Adstream by Request*
- Bunting Survey sent by UK Available on Adstream by June 9 by Request
- 5-Sided Totem Survey sent by UK
- 10x5 Horizontal Banner Survey to be sent by H.O. Available on Adstream by June 17
- Photo-Op Standee Survey sent by H.O.
- Concessions Cup Available on Adstream by Request*
- Concession Tray/Cup/Tub Available on Adstream week of June 20

*These files are RESTRICTED on Adstream and require Home Office Creative approval for download access. These files will be released in the Public folder on Adstream on 6/17 following the Main 1sht debut.

Alpha Channel Animations (p. 19-20)

Alpha channel animations are now available on Adstream.

Please see pages 13 & 14 for more information on usage and guidelines.

Hi Res Marketing Assets (p. 21-37)

High resolution character poses that are now available in 2K and 4K on Adstream.

Please see page 15 for more information on usage and guidelines.

NOTE: Do not use name of The Baby from the film in any materials. Please only refer to her as "The Baby"

NOTE: The Main White Title Treatment is the preferred Title Treatment. Please use this White Title Treatment on assets moving forward.

Main White Title Treatment



Alt Orange Title Treatment



BILLING BLOCK

The latest billing block on Adstream is “24May16 Intl Billing Block STK”.
File includes the billing setups for all print material that requires billing.

Available on Adstream: January 20, 2016
Online Debut: December 17, 2015

WW Tsr 1sht



Intl Tsr Quad



Intl Babies 1sht



INTL BABIES ONE SHEET

Available on Adstream: June 3, 2016

Online Debut: Week of 6/13

NOTE: This art is restricted.
Please contact Home Office for access.

Intl Babies Quad Outdoor



Main 1sht



Available on Adstream: By June 23

Online Debut: June 17

NOTE: We will be adding full billing block. These images are just comps for reference.

Main Quad

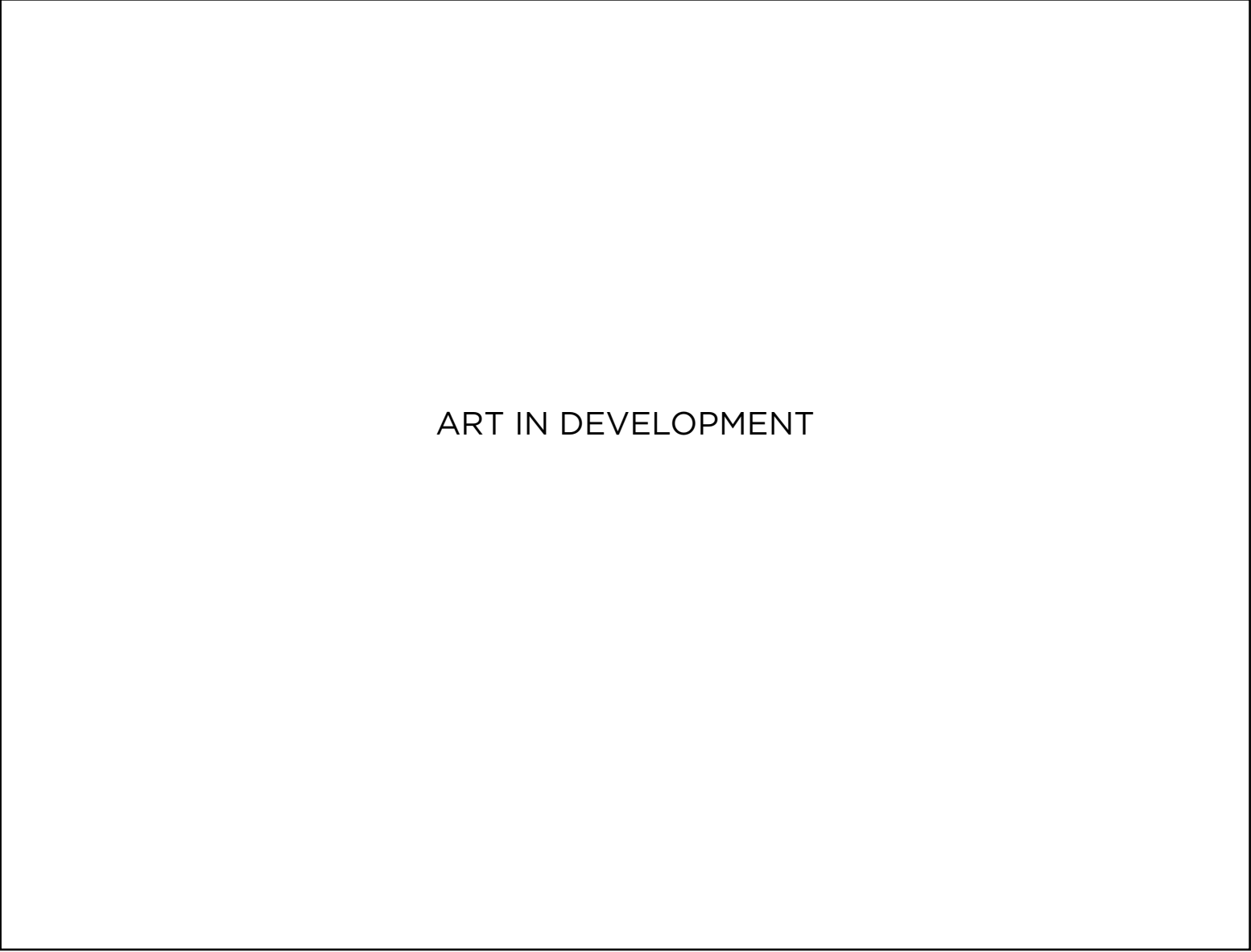


Flying 1sht



Available on Adstream: TBC
Online Debut: TBC

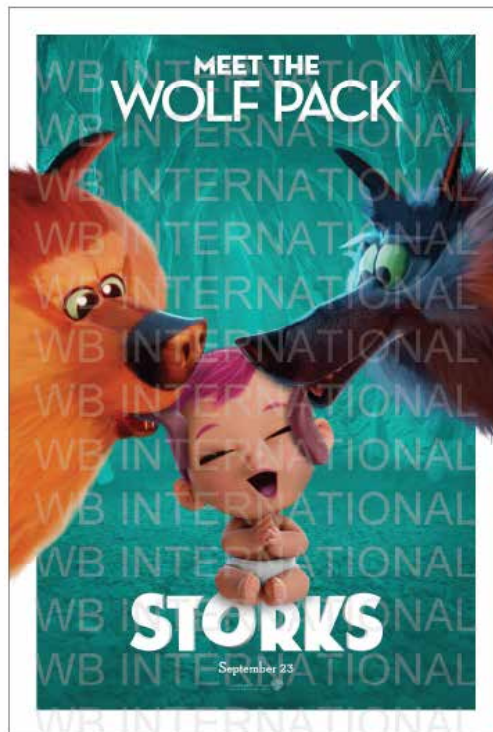
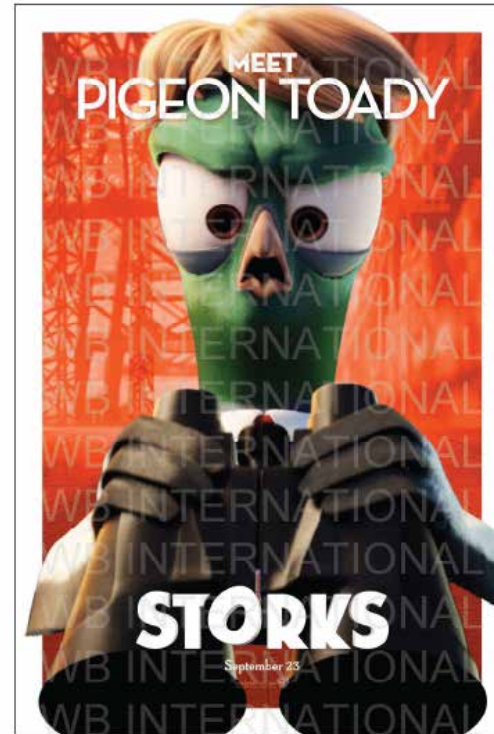
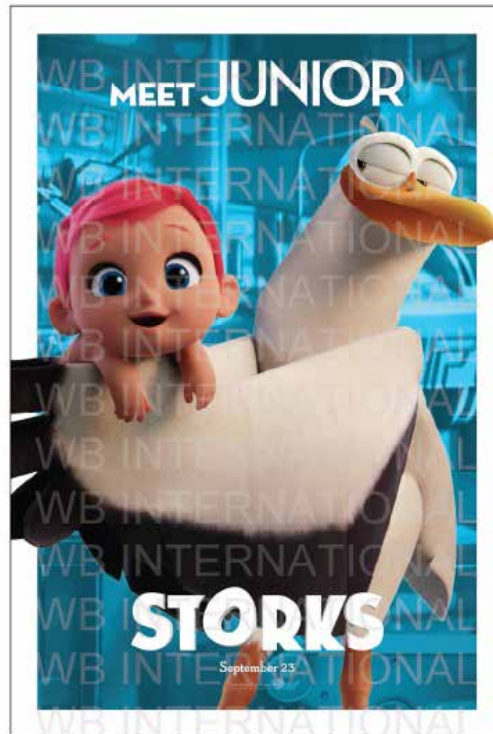
Flying Quad



ART IN DEVELOPMENT

Available on Adstream: June 7

This art will be restricted until the online debut on June 15.
Please contact Home Office for access.



NOTE: Do not use name of The Baby from the film in any materials. Please only refer to her as "The Baby"

Available on Adstream: by July 29
Online Debut: by July 29

Main Bus Shelter



Flying Bus Shelter



TIMING: Available on Adstream by June 10

NOTE: This art will be restricted.
Please contact Home Office for access.

30sht



14x48

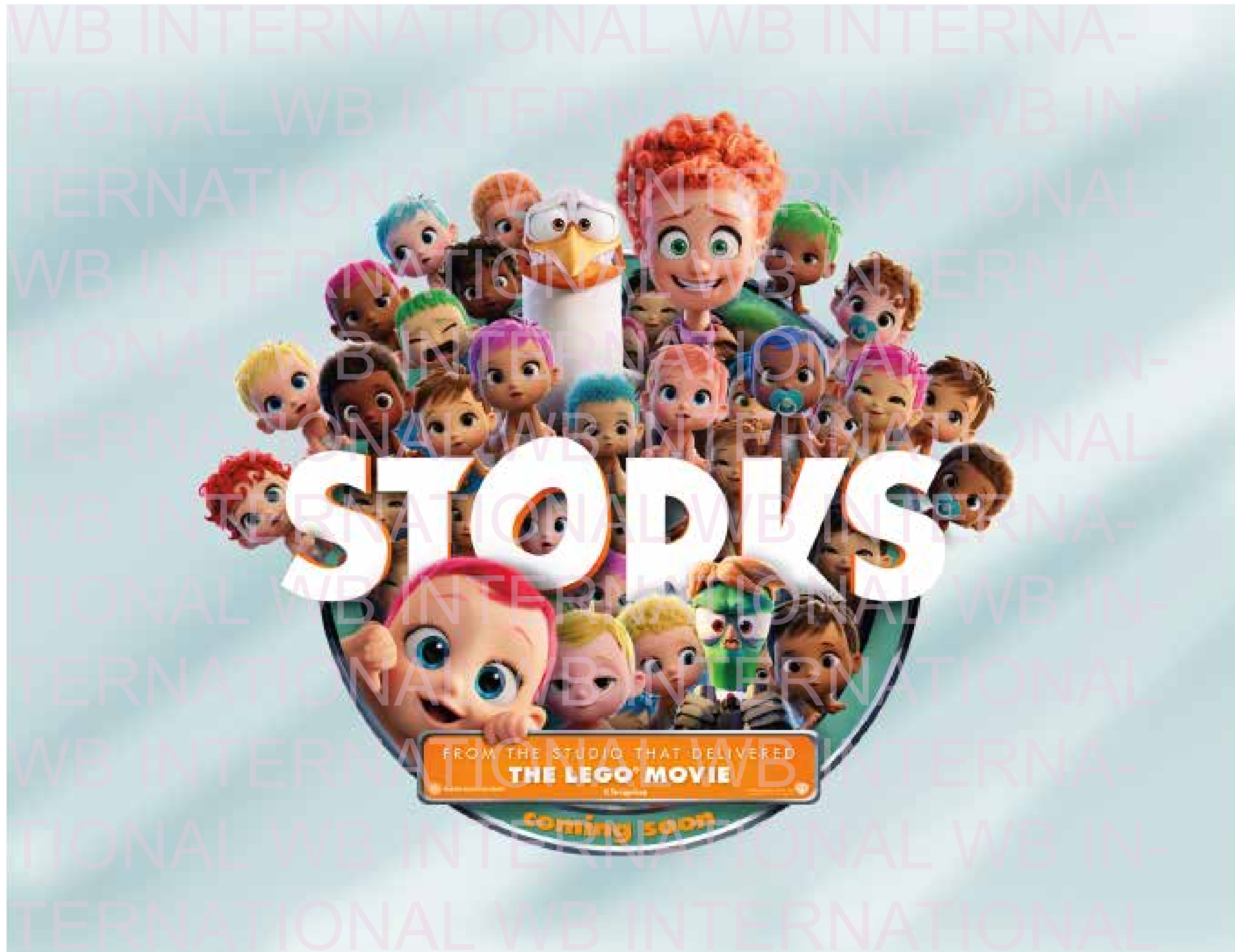


NOTE: Here is an example of how this can be used as an extension billboard.



Available on Adstream: by June 8

NOTE: This art will be restricted.
Please contact Home Office for access.



IN THEATER MATERIALS: BUNTING & STORK BABY MOBILE

Available on Adstream: Mobile on June 8.
Bunting on June 9.

This art will be restricted. Please contact Home Office for access.

A survey from the UK was sent on June 2.
Bunting: 3M long and includes 5 hanging artwork panels and title panel. Unit price \$27 / Euros 24 / £19
Mobile: 0.6M x 1.5M. Unit price \$22 / Euros 20 / £15



Shipping mid-end June.

Features Character Art of Junior/ Tulip/ Pigeon Toady/ Wolf Pack/ Nate

A survey from the UK was sent on June 2.

Dimensions: 1.98M high by 1.23M wide. Unit price: \$95 / Euros 85 / £66.



Available on Adstream: by June 17

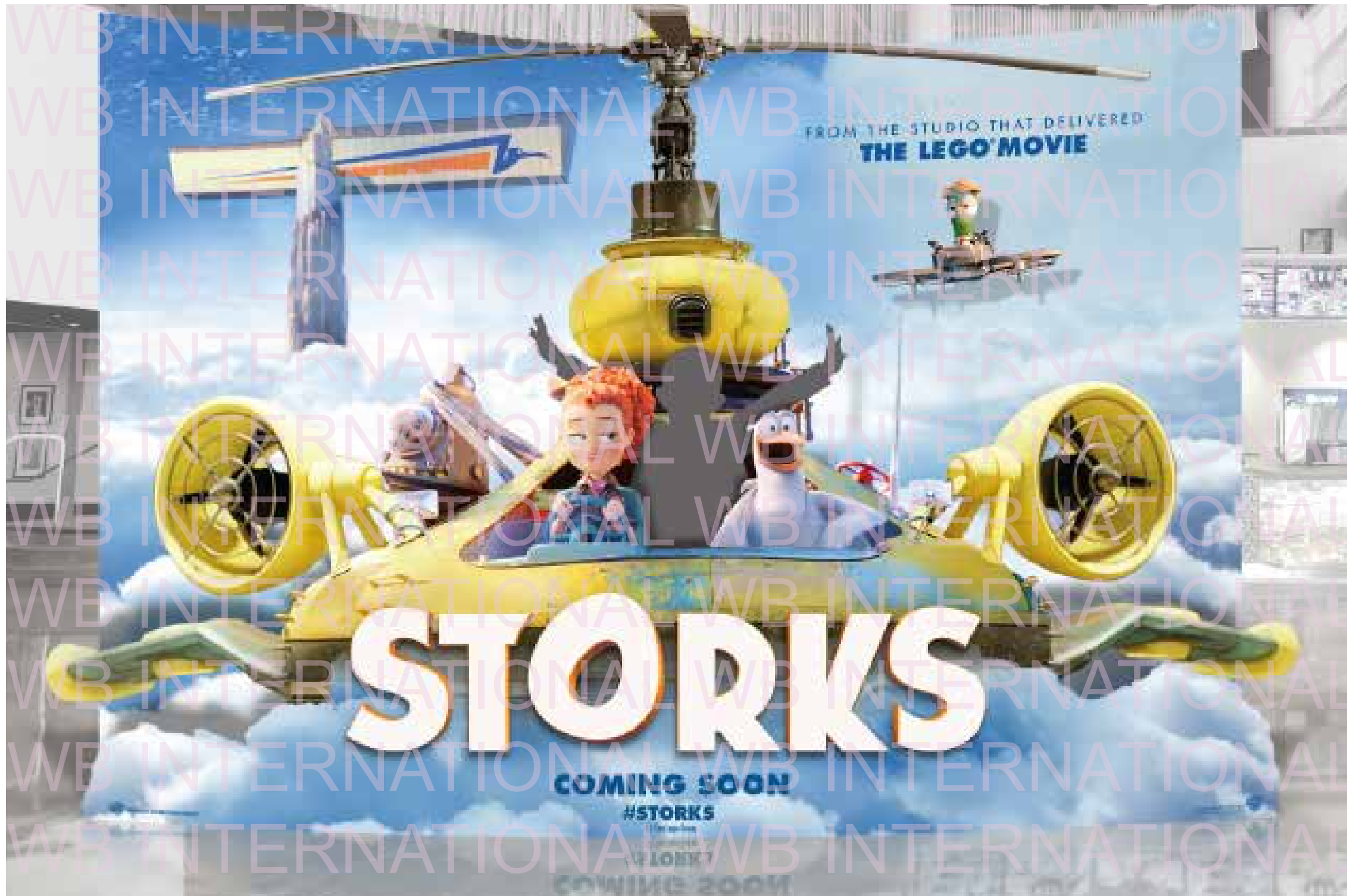
Home Office will send out survey once timing and pricing is confirmed.



Shipping mid-end July.

A survey from Home Office was sent on June 2.

Dimensions: 8' height x 12' width x 3.5' depth (2.4M x 3.7M x 1.1M). Unit price: Approximately \$325 per unit.



Available on Adstream: March 30, 2016

NOTE: These files are restricted and require Home Office Creative approval for download access.



Available on Adstream: Week of June 20



CONCESSIONS - 12OZ PLASTIC CUP



CONCESSIONS - 130OZ PLASTIC
POPCORN TUB



CONCESSIONS - KID'S TRAY

ALPHA CHANNEL ANIMATIONS

Adstream Folder: [Alpha Channel Animations](#)

Usage Guidelines:



















The following page contains alpha channel animations that are now available on Adstream. We will continue to upload additional alpha's as they become available.

All alpha channel animations will be uploaded to the “Alpha Channel Animations” folder on Adstream under the “TV TOOLKIT” folder.

Please use these to create your materials at a local level. For example, they can be used for Station ID's, Lower Thirds, etc.

Please submit all mock-ups to Home Office of how you wish to use these assets prior to placing.

ALPHA CHANNEL ANIMATIONS

Reference	File Name / Description	Reference	File Name / Description	Reference	File Name / Description
	Nate01 Nate looks from side to side		Junior01 Junior flies into screen, lands on chair, and kicks his feet up on the desk		Hunter02 From the teaser trailer, Hunter is swarmed with babies and falls over
	Nate02 Nate looks up from reading Storks pamphlet		Junior02 Junior does various poses with arms saying "Make a plan, stick to the plan"		Baby01 Baby sitting, who can push things over, claps and laughs
	Nate03 Nate opens up Storks pamphlet		Junior03 Junior does karate kick		Tulip04 Tulip's hair explodes and she runs forward and off camera
	Tulip01 Tulip walks to desk, sits down and smiles, waiting to receive letter		Tulip02 Tulip hugs and kisses a baby		PT03 Pigeon Toady in the elevator as the doors close in front of him
	Cloud Backplate Wide shot of tiny plane flying through the clouds		Tulip03 Tulip hugging herself	NOTE: These these images here are just for reference. The files will be posted on Adstream as alpha channels without backgrounds.	
	PT01 Pigeon Toady forces the elevator doors open		Stork Fly In Anonymous stork from MT who flies in and drops things		
	PT02 Pigeon Toady with binoculars, dancing, and pointing down		Hunter01 Hunter's monologue from the teaser trailer		

HI RES MARKETING ASSETS

Adstream Folder: [Hi Res Marketing Assets](#)

Usage Guidelines:

The following pages contain high resolution character poses that are now available on Adstream.

These are print-ready at 2K and 4K resolution.

All poses will be in the “High Res Marketing Assets” folder on Adstream under the “Print” folder.

Please use this imagery to create your materials at a local level. Please submit all mock-ups to Home Office of how you wish to use these assets prior to placing.

Examples of Usage

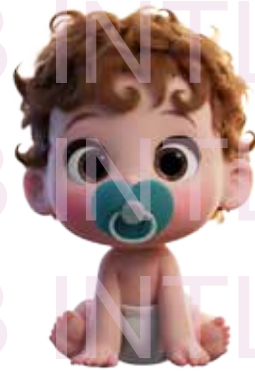




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baby.pose_v169973.1002.tif



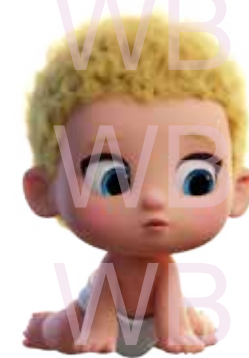
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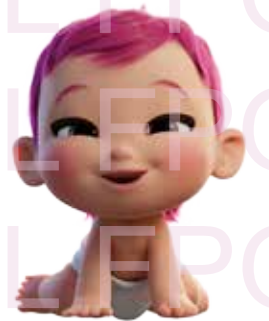
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baby.pose_v169973.1005.tif



baby.pose_v169973.1006.tif



baby.pose_v169973.1007.tif



baby.pose_v169973.1008.tif



baby.pose_v169973.1009.tif



baby.pose_v169973.1010.tif



baby.pose_v169973.1011.tif



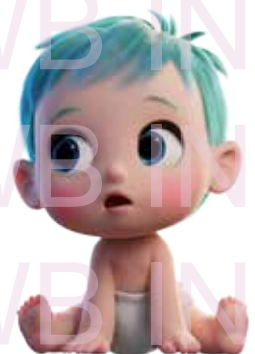
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baby.pose_v169973.1013.tif



baby.pose_v169973.1014.tif



baby.pose_v169973.1015.tif



baby.pose_v169973.1016.tif



baby.pose_v169973.1017.tif



baby.pose_v169973.1018.tif



baby.pose_v169973.1019.tif



baby.pose_v169973.1020.tif

HI RES MARKETING ASSETS

Baby 4 Poses

TIMING: 4K available now

NOTE: Do not use name of The Baby from the film in any materials. Please only refer to her as “The Baby”



DD_v169973.1007



DD_v169973.1014



DD_v169973.1015



mkt044_v172388.1016.tif

HI RES MARKETING ASSETS

Flightless Birds

TIMING: 4K available now

9500.043_v183936.1001.tif



9500.043_v184603.1001.tif



9500.043_v184080.1001.tif

HI RES MARKETING ASSETS

Gardner Family
Gardner Family Alt

TIMING: 4K available now



mkt035_v172080.1001.tif



mkt036_v172090.1001.tif

HI RES MARKETING ASSETS

Hunter Pointing Hunter Seated

TIMING POINTING: 4K available now
TIMING SEATED: 2K available now, 4K by June 3



mkt027_v167212.1001.tif



mkt028_v170262.1001.tif

HI RES MARKETING ASSETS

Jasper

TIMING: 4K available now

9500.031_v182011.1001.tif

HI RES MARKETING ASSETS

Junior Crossed Arms
Junior Karate Pose
Junior Nervous
Junior Wings Spread
Junior Holding Baby

TIMING: 4K available now





HI RES MARKETING ASSETS

Nate Action Pose

TIMING: 4K available now



HI RES MARKETING ASSETS

Pigeon Toady Pointing Down
Pigeon Toady + Baby Crying
Pigeon Toady Pointing
Pigeon Toady + Baby Smiling

POINTING DOWN TIMING: 4K by June 10
OTHER TIMING: 4K available now



mkt030_v170847.1371_Copy.tif



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mkt029_v164175.1001.tif



9500.019_v195303.1002.tif



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mkt030_v170847.1293_Copy.tif



mkt030_v170847.1216_Copy.tif



mkt030_v170847.1223_Copy.tif

HI RES MARKETING ASSETS

Squeeze Bird

TIMING: 4K available now



mkt037_v173136.1001.tif

HI RES MARKETING ASSETS

Tulip Arms Crossed
Tulip Nervous
Tulip w/ Letter
Tulip Cuddling Baby

TIMING: 4K available now



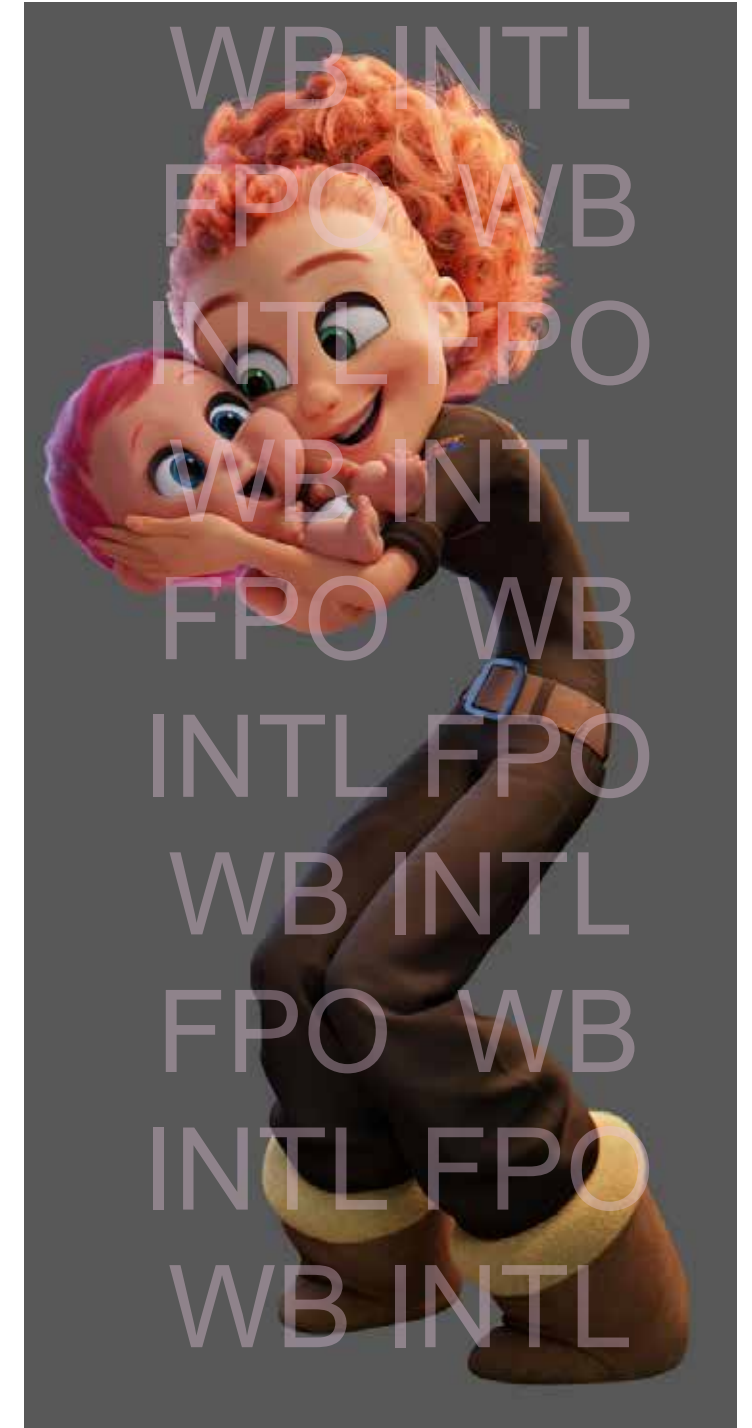
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9500.012_v178533.1077_Copy.tif



9500.012_v178533.1130_Copy.tif



9500.043_v179253.1001_Copy.tif

HI RES MARKETING ASSETS

Wolf Alpha
Wolf BetaTIMING: 4K available now

mkt033_v164675.1001.tif



mkt034_v155172.1001.tif